# "YOU WHO INHALE"
# *means every smoker!*

## *THAT'S WHY THIS INFORMATION IS VITAL!*

KNOW it—or not—*you do inhale*, some of the time. All smokers do. And inhaling means *much more contact of smoke with nose and throat passages.*

Then, it's clear, chances of irritation *increase!*

So—be sure you know *this vital difference* between cigarettes—reported by doctors who compared five leading brands.

**ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!**

Did you know there was such a tremendous difference . . . such *tremendous superiority* in Philip Morris? Well, there it is . . . complete smoking pleasure, without worry about smoking penalties. So—join the nationwide . . .

# CALL FOR PHILIP MORRIS

**FINER PLEASURE – PLUS REAL PROTECTION**

**TASTE BETTER**— *and proved better for your nose and throat!*

***AMERICA'S FINEST CIGARETTE***

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